



WXYZ

ORDER

Print Date 10/02/12

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Flight Dates **10/02/12-10/08/12**

Contract / Revision **313061 /**

Original Date / Revision
09/27/12 09/27/12

Advertiser **Protect Working Families**

Agency **Hamburger Company**

Buying Contact

**5505 Connecticut Avenue NW - #21
Washington, DC 20015**

Product
Protect Working Families

Agency Com 15%

Billing Contact

**5505 Connecticut Avenue NW - #21
Washington, DC 20015**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1667**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	26	\$28,963.75	\$34,075.00	0.00
Totals	26	\$28,963.75	\$34,075.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	26	\$28,963.75	\$34,075.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/03/12	10/08/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	1-111--	:30	4	\$2,000.00	FX	0.00 NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	1-111--		4		\$2,000.00		0.00				
N 2	WXYZ	10/02/12	10/08/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11-1---	:30	3	\$800.00	P-2	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	11-1---		3		\$800.00		0.00				
N 3	WXYZ	10/03/12	10/05/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	--1-1--	:30	2	\$1,500.00	FX	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/03/12	10/05/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	-- 1- 1- --	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	-- 1- 1- --		2			\$1,500.00			0.00			
N 4	WXYZ	10/02/12	10/08/12	M-F 1p-2p The Chew	CM	1-2pm M-F	11111--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	11111--		5			\$800.00			0.00			
N 5	WXYZ	10/02/12	10/08/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	111- 1- --	:30	4	\$1,400.00	FX	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	111- 1- --		4			\$1,400.00			0.00			
N 6	WXYZ	10/02/12	10/08/12	5p News 5-6pm M-F	CM	5-6pm M-F	11- 1- --	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	11- 1- --		3			\$1,800.00			0.00			
N 7	WXYZ	10/03/12	10/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	-- 1- 1- --	:30	2	\$2,500.00	FX	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	-- 1- 1- --		2			\$2,500.00			0.00			
N 8	WXYZ	10/06/12	10/06/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-		1			\$250.00			0.00			
N 9	WXYZ	10/06/12	10/06/12	SA 130a-230a SA 130a-230a	CM	130am-230am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-		1			\$175.00			0.00			
N10	WXYZ	10/07/12	10/07/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S		1			\$250.00			0.00			
Totals														26	\$34,075.00